

**TOWN OF HILTON HEAD ISLAND  
REQUEST FOR QUALIFICATIONS  
PUBLIC COMMUNICATION SERVICES  
RFQ 2015-0018**

The Town of Hilton Head Island is soliciting responses from qualified local and regional Public Relations Firms/entities to assist the Town with developing/implementing an effective public communication program. The primary objective of this program will be to engage and inform the public on a variety of critically important issues over the next twelve months. A list of those issues is referenced later in this document. Additionally, the firm will assist with developing speeches and position papers on issues selected by the Mayor. The Town will only accept responses from established public relations firms/entities that have been in business for a minimum of 5-10 years and have extensive knowledge and experience in providing similar services to municipal, county governments or similar clients. During the evaluation process some preference will be allocated to those firms/entities whose responses clearly demonstrate an awareness, knowledge and insight of the challenging local/regional issues facing the Town. Respondents must have an office within 350 miles of the Town.

**SUBMISSION REQUIREMENTS**

All responses shall be hand delivered or mailed by traceable means in sealed envelopes, clearly marked on the outside as “RFQ 2015-0018 Public Communications Services”, attention Gregory D. DeLoach. All responses must be received not later than 1:30 on September 1, 2015. Responses received after this time and date shall **not** be considered. Only the names of the respondents shall be released to the public on the due date. Please provide 10 copies of your response.

The Town of Hilton Head Island, by way of this Request for Qualifications “RFQ”, does not commit itself to award a contract or pay any costs incurred in the preparation of a response. The Town further reserves the right to accept or reject any or all responses received, to negotiate with all qualified firms, and to cancel the entire RFQ solicitation.

For information concerning this request for qualifications, please contact Gregory D. DeLoach at (843) 341-4600 or email at [Gregd@hiltonheadislandsc.gov](mailto:Gregd@hiltonheadislandsc.gov). To obtain a copy of this RFQ please visit our website at [www.hiltonheadislandsc.gov](http://www.hiltonheadislandsc.gov). The Town will take questions regarding this RFQ until close of business on August 20, 2015. If necessary the Town will issue an addendum to this RFQ providing both the question and the Town’s response. This addendum will be posted on the Town’s website not later than August 25, 2015. It is the vendor’s responsibility to check for any addendum to this solicitation.

The Town of Hilton Head Island does not discriminate on the basis of race, color, national origin, sex, religion, age or disability in employment for the provision of goods and services.

## **LIST OF MAJOR ISSUES:**

- Arts & Culture Collaborative Strategy
- Coligny Circle: Sea Pines Circle Area Plan
- Heritage/Cultural/Tourism
- Roads and Sewer
- USCB Campus Development
- Vision and Master Plan for the Island

## **RESPONSE FORMAT**

Responses are to be self-explanatory and presented in a manner that provide the Town with a straightforward presentation of the public relations firm/entity's capabilities, qualifications, knowledge and experience.

- Executive summary of the proposed staff's education/ technical qualifications and work history. Provide a complete resume for each member of your firm that will support this contract.
- Provide a list of past or current relevant clients for whom you have provided similar communication services. Provide a primary point of contact and a valid phone number or email address for each referenced client. Provide a minimum of three but not more than five. Ensure these references are aware of your response to this RFQ and will provide a timely response when contacted by the Town.
- Provide a detailed summary of the types of public relations work performed for each referenced client and a detailed description of the specific services you provided. Respondents are encouraged to include samples of work products they feel best represent both the quality and relevancy of their public relation efforts on behalf of these clients. Respondents should describe in detail the strategies, methodologies and techniques they utilized to address challenging tasks and the measurable/definitive results that your communication plan/efforts contributed to the success of these projects.
- Provide your preliminary assessment and understanding for each of the major issues reflected in this document. Detail for each individual issue your analysis of both the challenges and opportunities from a public relations perspective. Provide your conceptual communication plan for addressing these issues detailing the strategy, methods and practices you would recommend employing that you have successfully used with past

clients. Explain in some detail the results you would expect this plan to achieve and what would constitute success from your perspective.

## **E VALUATION FACTORS/ORAL INTERVIEWS**

All qualified responses shall be reviewed and evaluated by a selection committee comprised of Town Officials utilizing the below selection criteria. The highest qualified respondents determined to be susceptible for award will invited for an onsite interview by the Town's selection committee.

- Respondent's proposed staff for this contract and their education, qualifications, knowledge and technical skills for performing the required work. Quality/Relevancy of respondent's previously performed work. Documented record of providing requisite communication services that met or exceeded the client's expectations and that produced measurable results. Record of producing work that was completed on time and on budget.
- The respondent's demonstrated professional ability on previous client engagements to create a public communication plan/strategy that clearly defined the key elements of major issues and that succinctly addressed all elements/positions on those issues. A proven methodology that both ensures wide spread distribution of the message/information and that also provides the Town a level of certainty that we have successfully reached the desired audience. The demonstrated effectiveness of the process for ensuring the public's awareness of the issues and gaining the public's trust/confidence in the Town's vision/plan for addressing/meeting these types of difficult/challenging issues.
- The respondents demonstrated understanding of those specific issues facing the Town. The viability/applicability of the respondent's conceptual communications plan, processes, strategies, methodologies and past work samples that have been successfully utilized to assist past clients inform the public on issues similar to those facing the Town.
- Final ranking of those firms invited for oral interviews.

## **Award of a Contract:**

Those firms determined to be susceptible for award will be invited to an oral interview. After all oral interviews have been completed the selection committee will do a final ranking of those respondents.

At the end of that process the Town will identify the most qualified respondent. The Town will enter into negotiations with that respondent to determine an acceptable fee structure for these on

call services. The Town will enter into an indefinite services contract with the most qualified respondent if an appropriate fee structure can be reached. The initial contract period will be for one year but the Town retains the right to extend the agreement for an additional four years. Should those efforts fail the Town will begin negotiations with the next most qualified respondent. During the period this contract is in place the Town will issue tasks orders for work to be performed in accordance with the contract terms and conditions. Prior to the issue of the task order the Town and Contractor will negotiate a definitive scope of services and will use the hourly fee structure reflected in the contract to arrive at a total cost for each specific task order. The Town may issue a single task order for those services that can be determined to be recurring like assisting the Mayor with speeches.

The right is reserved to reject any and all responses received; and, in all cases, the Town will be the sole judge as to whether the response has, or has not, satisfactorily met the requirements of this RFQ.

### **GOVERNING LAW**

The firm must comply with the laws of the State of South Carolina and the ordinances of the Town of Hilton Head Island, South Carolina.

### **AFFIRMATIVE ACTION**

The firm shall take affirmative action in complying with all state and federal requirements concerning fair employment, and the treatment of all employees, without regard to, or discrimination by reason of race, color, religion, sex, national origin, or physical handicap.

### **INDEMNIFICATION**

The Town, its directors, agents, and employees shall be held harmless from liability from any claims, damages, and actions of any nature arising from the completion of the work under this contract, provided that such liability is not attributable to negligence of the part of the Town.